

ORDER



Orders
Order / Rev: 724376
Alt Order #: 06392335
Product Desc: RESTORE OUR FUTURE
Estimate: 1545
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Restore Our Future
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	93	\$266,200.00	\$226,270.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	93	\$266,200.00	\$226,270.00	0.00
Totals	93	\$266,200.00	\$226,270.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/30/12	11/02/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	- TWTF - -	:30	8	\$850.00	P-1	0.00	NM	8	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			8		\$850.00		0.00				
E 2	WUSA	10/30/12	11/02/12	9-930a Inside Edition	CM	9-930a	- TWTF - -	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			4		\$400.00		0.00				
E 3	WUSA	10/30/12	11/02/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	- TWTF - -	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			4		\$2,000.00		0.00				
E 4	WUSA	10/30/12	11/02/12	3-4p The Doctors	CM	3-4p	- TWTF - -	:30	6	\$800.00	P-1	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			6		\$800.00		0.00				
E 5	WUSA	10/30/12	11/02/12	4-5p Dr. Phil	CM	4-5p	- TWTF - -	:30	8	\$1,200.00	P-1	0.00	NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			8		\$1,200.00		0.00				
E 6	WUSA	10/30/12	11/02/12	9 News @ 5p 9 News @ 5p	CM	5-6p	- TWTF - -	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			6		\$1,000.00		0.00				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	10/30/12	11/02/12	9 News @ 6p 9 News @ 6p	CM	6-630p	- TWTF - -	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		3			\$2,000.00			0.00			
E 8	WUSA	10/30/12	11/02/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	- TWTF - -	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4			\$2,500.00			0.00			
E 9	WUSA	10/30/12	11/02/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	- TWTF - -	:30	8	\$3,000.00	P-1	0.00	NM	8	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		8			\$3,000.00			0.00			
E 10	WUSA	10/30/12	11/04/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	- TWTFSS	:30	8	\$4,000.00	P-1	0.00	NM	8	\$32,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTFSS		8			\$4,000.00			0.00			
E 11	WUSA	10/30/12	10/30/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	- T - - - -	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T - - - -		1			\$20,000.00			0.00			
E 12	WUSA	11/01/12	11/01/12	Thu Prime C Elementary	CM	10-11P	- - - T - - -	:30	1	\$16,000.00	P-1	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - T - - -		1			\$16,000.00			0.00			
E 13	WUSA	11/02/12	11/02/12	Fri Prime B CSI: NY	CM	9-10P	- - - - F - -	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - F - -		1			\$10,000.00			0.00			
E 14	WUSA	11/02/12	11/02/12	Fri Prime C Blue Bloods	CM	10-11P	- - - - F - -	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - F - -		1			\$18,000.00			0.00			
E 15	WUSA	11/03/12	11/03/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	- - - - - S -	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S -		2			\$350.00			0.00			
E 16	WUSA	11/03/12	11/03/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p (3:30 PM-7:00 PM)	- - - - - S -	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S -		2			\$4,000.00			0.00			
E 17	WUSA	11/03/12	11/03/12	NCAA Football Prime NCAA Football Prime	CM	8-11p (8:00 PM-11:00 PM)	- - - - - S -	:30	2	\$8,000.00	P-2	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S -		2			\$8,000.00			0.00			
E 18	WUSA	11/04/12	11/04/12	NFL Today NFL Today	CM	NFL Today	- - - - - S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		2			\$2,500.00			0.00			
E 19	WUSA	11/04/12	11/04/12	NFL Football Game #1 Ravens vs Cleveland	CM	NFL Football Game (1:00 PM-4:00 PM)	- - - - - S	:30	1	\$30,000.00	P-1	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		1			\$30,000.00			0.00			
E 20	WUSA	11/05/12	11/06/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MT - - - - -	:30	4	\$850.00	P-1	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT - - - - -		4			\$850.00			0.00			
E 21	WUSA	11/05/12	11/06/12	9-930a Inside Edition	CM	9-930a	MT - - - - -	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 21	WUSA	11/05/12	11/06/12	9-930a Inside Edition	CM	9-930a	MT-----	:30	2	\$400.00	P-1	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	MT-----		2				\$400.00		0.00		
E 22	WUSA	11/05/12	11/06/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MT-----	:30	4	\$2,000.00	P-1	0.00 NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	MT-----		4				\$2,000.00		0.00		
E 23	WUSA	11/05/12	11/06/12	3-4p The Doctors	CM	3-4p	MT-----	:30	2	\$800.00	P-1	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	MT-----		2				\$800.00		0.00		
E 24	WUSA	11/05/12	11/06/12	4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$1,200.00	P-1	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	MT-----		2				\$1,200.00		0.00		
E 25	WUSA	11/05/12	11/06/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MT-----	:30	2	\$1,000.00	P-2	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	MT-----		2				\$1,000.00		0.00		
E 26	WUSA	11/05/12	11/06/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MT-----	:30	1	\$2,000.00	P-1	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	MT-----		1				\$2,000.00		0.00		
E 27	WUSA	11/05/12	11/06/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MT-----	:30	1	\$2,500.00	P-1	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	MT-----		1				\$2,500.00		0.00		
E 28	WUSA	11/05/12	11/06/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MT-----	:30	1	\$3,000.00	P-1	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	MT-----		1				\$3,000.00		0.00		
E 29	WUSA	11/05/12	11/06/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MT-----	:30	2	\$4,000.00	P-1	0.00 NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	MT-----		2				\$4,000.00		0.00		
Totals													93	\$266,200.00